



Checking Rental Property Marketing Performance with Zillow

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Easy enough to get some decent pictures and fair housing compliant marketing text of a rental home or apartment. And I rent it in after 15 days on the market, sure good for my owner and me. But how did I compare to other properties on the market in a landlord market? Good test of the

marketing / advertising for sure. Turns out Zillow has some metrics for measuring rental property performance - here's what their Top Performance metrics says about my most recent listing.

Contact Rate – 9%, that's above average where similar properties get 4%. That's more than 2x better than the competition.

Total Impressions – 6595, again above average where similar properties had 5113 impressions. Again 28% better than the competition.

Total Views – 825, again above average where similar properties had 566 views. 45% better than the competition.

Total Leads – 77, again above average where similar properties had 21 total leads. That's like 3.66x times better than the competition!

Total Days on Market, 14 days, below average here as similar properties where on the market 21 days. That's 66% faster than the competition!

What does all this mean? For contact rate, total impressions and views it's important to do better than the competition for sure. Lots of not serious lookers out there contributing to the numbers. At this point your property is getting looked at. For me it's all about leads and days on market. Leads are where people took some action to reach out to me to ask a question, get an application or schedule a showing. Days on market – the lower the better! Winning big in these areas means my marketing was successful over competing properties on that market at the same time resulting in my property getting rented faster for my owner. Win-win for my owner and myself!!

If you need a great property manager whose marketing wins in the market place, just better photos and text describing the property. please contact me at Rancho Property Works.